ANALYSIS OF FOOD AND BEVERAGE SERVICE TO INCREASE GUEST SATISFACTION DURING THE COVID-19 PANCEMIC AT RENAISSANCE BALI ULUWATU RESORT & SPA

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ABSTRACT

Purpose: The purpose of this research is to know the quality of food and beverage service to guest satisfaction at Renaissance Bali Uluwatu Resort & Spa during the COVID-19 pandemic and to know which indicators need to be improved and maintained in the quality of service performed by food and beverage staff.

Methods: The data collection methods are observations, questionnaires, and interviews. The samples used in this study were 80 respondents. Data obtained through disseminating questionnaires has been tested for validity and reliability. The analysis techniques used in this study are servqual (service quality) and IPA (importance-performance analysis).

Results and discussion: The effects of importance-performance analysis showed a gap in positive servqual scores more than negative servqual scores; it showed that the quality of food and beverage service staff during the COVID-19 pandemic at Renaissance Bali Uluwatu Resort & Spa as a whole has demonstrated good service. Indicators that need to be improved in the quality of service can be seen in the X2 attributes related to the preparation and arrangement of tables in the restaurant by the distance of at least 2 meters between guest tables and X6 attributes associated with the ability of staff in meeting health protocols during the covid-19 pandemic. Implication: Indicators that need to maintain the quality of service There are seven indicators, including X1, X7, X12, Y1, Y2, Y4, and Y7.

Keywords: Quality of service, guest satisfaction, food and beverage service department.

INTRODUCTION

Renaissance Bali Uluwatu Resort &Spa is one of the 5-star resorts. The hotel is located in the southernmost of Bali island. The quiet atmosphere makes guests comfortable while staying in this hotel. Because it is located in the hills, which are very high views offered from the hotel lobby, it is a fantastic ocean view. To complete the needs of guests, Renaissance Bali Uluwatu Resort &Spa provides a variety of facilities, including rooms, restaurants, pools, fitness centers, kids clubs, spas, meeting rooms, laundry, wedding chapels, and beach clubs that have shuttle services. With the completeness of facilities provided by the hotel, of course, guests will feel comfortable and satisfied when visiting and staying. As we know today, the world is being hit by a deadly virus that is COVID-19. With this virus, of course, the hotel must develop a new strategy to attract tourists to stay at Renaissance Bali Uluwatu Resort &Spa. One of the things that the hotel can do is apply health protocols well and provide facilities that support the application of health protocols, such as the provision of hand sanitizer, hand gloves, masks, and digital thermometers.

The food and beverage service department is one of the departments in the hotel. This department is critical because it can generate or bring profit. Guests staying at the hotel not only need a room but also need food and beverages to be served by the food and beverage service (Mertayasa, 2012; Adiftiya J, 2014; Saidani B &Samsul Arifin, 2012). Food and beverage staff is essential in serving the needs of guests who come to the restaurant, so good service from the staff, especially food and beverage service staff, is needed to meet the satisfaction of guests who come to the restaurant.

Quality of service is a quality that provides added value in the form of particular motivation from staff to customers to establish mutually beneficial ties in the long term with the company (Tjiptono, 2011, p. 260; Setiawan, 2014; Sugiyono, 2019). Guests will assess the quality of service through five principles of service dimensions as a benchmark. There are five service quality dimensions, including reliability, responsiveness, assurance, and empathy tangibles. Guests use these five dimensions as a benchmark to provide an assessment of the quality of service, which is based on the comparison between the expected service and the reality of the service obtained (Sulastiyono, 2011; Afrinda K, 2015; Suhendra A & Prastyanto D, 2016).

Customer or guest satisfaction is a response or reaction to a discrepancy between the level of importance and actual performance felt after use or use (Rangkuti, 2011, p. 31). The satisfaction and comfort of guests are paramount to making Renaissance Bali Uluwatu Resort & Spa remain in demand by tourists. To determine if guests staying at Renaissance Bali Uluwatu Resort &Spa are satisfied, the hotel provides an online guest comment platform sent directly to the guest email containing ratings and comments from guests with a range of values 1-10. The requirement to get a good score from the guest is a value of 9-10; if it is less than that score, the score is terrible. Services performed at Renaissance Bali Uluwatu Resort &Spa during the COVID-19 pandemic emphasize health protocols. It aims to prevent the transmission of the Covid-19 virus.

This is done by requiring guests who come always to use masks, keep their distance, and wash their hands or use hand sanitizer at all times. Not only pay attention to guests, but the staff must also ensure that they provide the best service to guests without neglecting health protocols. Food and beverage service staff should always use masks, use hand sanitizer, use hand gloves, and always keep a distance. Although the food and beverage service staff has been trying to provide the best service to guests, there are still guest comments concerned about the application of health protocols, such as the inconsistent use of hand gloves by food and beverage service staff. Some staff forget to give hand sanitizer to guests who come to the restaurant. That is why guests feel dissatisfied with the service of the food and beverage service staff provide low scores to guest comments.

The previous research used as a reference in this study is 1). Mahfooz (2014) with the title "Relationship Between Service Quality and Customer Satisfaction in Hypermarkets of Saudi Arabia." The analysis technique used is the analysis of the main component factors with the varimax rotation method using SPSS version 18 and regression analysis. The result of this study is the high level of perception of quality and the significant relationship between the dimensions of service quality and customer satisfaction. 2). Basir, Modding, and Kamase (2015) with titles "Effect of Service Quality, Orientation Services and Pricing on Loyalty and Customer Satisfaction in Marine Transportation Services." The study sampled 250 respondents with the Slovin formula. The data from the questionnaire was analyzed using a structural equation model with the help of AMOS 18. The results found that the quality of service had a negative and insignificant direct effect on customer loyalty.

This means that service quality indicators such as responsiveness, concrete evidence, empathy, reliability, and guarantees provided by sea freight officers have not been adequately implemented, so it does not increase customer loyalty. 3). Nikmatul Khusna (2018) with the title "Pengaruh Kualitas Pelayanan Dan Harga Terhadap Minat Berkunjung Ulang Konsumen Kebun Binatang Bali Safari & Marine Park Di Kabupaten Gianyar Bali". This study uses multiple linear regression analysis techniques. Based on the results of the analysis and discussion that has been explained that the quality of service is positive but does not have a significant effect on the interest in re-visiting consumers of Bali Safari &Marine Park Zoo in Gianyar Regency Bali, with a value of significant of 0.928.

4).Silfia, Hastuti (2020) with the title "Pengaruh Kualitas Pelayanan Food and Beverage Service Terhadap Kepuasan Pelanggan Hotel Grand Dafam Rohan Syariah" The results of the analysis showed that Reliability, Responsiveness, Assurance, Empathy, Tangibles jointly influenced the Customer Satisfaction of Grand Dafam Rohan Syariah Hotel. 5). Eka Mardian Hadi Nata, Drs. Ida Bagus Ketut Astina and Agung Sri Sulistyawati (2017) with the title "Analisis Kualitas Pelayanan Room Atttendant Terhadap Tingkat Kepuasan Pelanggan di Hotel Golden Tulip Devins Seminyak Bali". The methods used in data collection are observations, interviews, questionnaires, and literature studies. The data types used are qualitative and quantitative, while the data sources used are primary and secondary. Sample determination techniques use Quota Sampling, while data analysis techniques use Importance Performance Analysis. From the study results, the performance score of Room Attendant employees based on the overall rating of tourists was 6257 with an average of 3.13%, out of the overall total in the categorized quite well.

RESEARCH METHODS

This research was conducted in the Food and Beverage Service Department at Renaissance Bali Uluwatu Resort & Spa, precisely at Jalan Pantai Balangan I No 1, Ungasan, Kuta Selatan, Badung, Bali. This research was conducted six months, from September 2020 until March 2021. The object of this study is the level of satisfaction of tourists with the service of food and beverage service staff during the COVID-19 pandemic. The data types used in this study are qualitative and quantitative (Sugiyono, 2012). Quantitative data in this study is in the form of data from the quality of food and beverage service staff in the form of questionnaires, and qualitative data in this study in the form of hotel history, organizational structure, and facilities in Renaissance Bali Uluwatu Resort & Spa. The data sources used are primary and secondary data (Sugiyono, 2012). The primary data in this study results from a questionnaire distributed to guests about the quality of food and beverage service staff. In contrast, the secondary data in this study is an overview of the company and organizational structure. Sampling techniques used in this study are accidental sampling sample determination techniques based on coincidence, i.e., anyone who happens to meet with researchers can be sampled if suitable (Tjiptono, 2011).

The number of samples used in this study was 80 respondents. The data collection methods used are observation, interview, questionnaire dissemination, and literature studies. An instrument test using a validity and reliability test is done to determine the validity or absence of the questionnaire and whether it is reliable. The validity test is done by comparing the r count with the r table; if the r count > r table, then the indicator in the questionnaire is said to be valid. Reliability tests are conducted to determine the consistency of the measuring instrument. Reliability test using Cronbach Alpha coefficient formula. If the alpha coefficient is more significant than 0.60, then the questionnaire can be said to be reliable. Validity tests and reliability tests are tested using SPSS 17.0 for Windows.

Table 1. Test results of validity of expectations and perceptions

Variable	attrib-ute	r	Expectations		Perceptions	
			Total Item Correla-tion	Explana-tion	Total Item Correla-tion	Explanation
X	Q1	0,219	0,679	Valid	0,424	Valid
	Q2	0,219	0,458	Valid	0,361	Valid
	Q3	0,219	0,580	Valid	0,415	Valid
	Q4	0,219	0,592	Valid	0,503	Valid
	Q5	0,219	0,612	Valid	0,511	Valid
	Q6	0,219	0,414	Valid	0,468	Valid
	Q7	0,219	0,502	Valid	0,619	Valid
	Q8	0,219	0,630	Valid	0,609	Valid
	Q9	0,219	0,664	Valid	0,631	Valid
	Q10	0,219	0,632	Valid	0,596	Valid
	Q11	0,219	0,577	Valid	0,498	Valid
	Q12	0,219	0,583	Valid	0,344	Valid
Y	Q13	0,219	0,722	Valid	0,666	Valid
	Q14	0,219	0,703	Valid	0,761	Valid
	Q15	0,219	0,673	Valid	0,690	Valid
	Q16	0,219	0,621	Valid	0,673	Valid

Source: output SPSS 17.0 for Windows

Table 2. Reliability test results of expectations and perception

Variable	attrib-ute	Expectations		Perceptions	
		Cronbach's Alpha	Explana-tion	*Cronbach's Alpha*	Explanation
X	Q1	0,667	Reliable	0,720	Reliable
	Q2	0,680	Reliable	0,675	Reliable
	Q3	0,657	Reliable	0,724	Reliable
	Q4	0,667	Reliable	0,712	Reliable
	Q5	0,651	Reliable	0,712	Reliable
	Q6	0,652	Reliable	0,648	Reliable
	Q7	0,640	Reliable	0,696	Reliable
	Q8	0,621	Reliable	0,697	Reliable
	Q9	0,636	Reliable	0,693	Reliable
	Q10	0,603	Reliable	0,699	Reliable
	Q11	0,632	Reliable	0,715	Reliable
	Q12	0,670	Reliable	0,730	Reliable
	Cronbach's Alpha			0,669	Reliable
Y	Q13	0,662	Reliable	0,708	Reliable
	Q14	0,653	Reliable	0,642	Reliable
	Q15	0,656	Reliable	0,712	Reliable
	Q16	0,688	Reliable	0,680	Reliable
	Cronbach's Alpha			0,726	Reliable

Source: output SPSS 17.0 for Windows

The data analysis techniques used in this study are the servqual method and importance-performance analysis (IPA). The servqual model is based on the assumption that consumers compare expected service with the waiter received. If the performance is by or exceeds the standard, then the perception of the overall service quality will be positive. In other words, this model analyzes the gap between two main variables, namely expected service and customer perception of the service received (perceived service) by the customer.

In this case, the service is done by the food and beverage service staff at Renaissance Bali Uluwatu Resort & Spa. Importance performance analysis (IPA) is a method of mapping customer satisfaction; the data will be grouped into a matrix of importance-performance analysis divided into four quadrants. Quadrant I is where indicators are considered necessary by tourists. However, these indicators are not yet in line with tourist expectations, which means that the level of tourist satisfaction is still low, so the indicators in quadrant I require improvement and must be improved. Quadrant II keep up the excellent work, is an indicator that is considered necessary by tourists, and the indicators in this quadrant are by the expectations of tourists, so the indicators contained in this quadrant must be maintained because it are considered a superior product or service in the eyes of tourists. Quadrant III, low priority, is where the indicators are considered necessary by tourists, and their performance is not very special. Hence, the improvement in this indicator needs to be reconsidered because it is considered less influential by tourists. Quadrant IV, possibly overkill, is a quadrant that contains indicators that are considered less critical by tourists and are considered too excessive so that this indicator can be reduced.

RESULTS AND DISCUSSION
Food and Beverage Service Quality during the Covid-19 Pandemic at Renaissance Bali Uluwatu Resort & Spa

Based on the results of the servqual calculation, it can be interpreted that expectations and perceptions experience a positive and negative gap. This happens because the expectations of the food and beverage service staff are not always the same as the expectations of guests who come to the restaurant at Renaissance Bali Uluwatu Resort & Spa. For example, when the food and beverage staff provides professional service by obeying all operational procedures, such as giving hand sanitizer to guests who have just arrived at the restaurant, but the guest wants to spray his sanitizer.

Table 3. Test Results average expectations and perception of service quality to guest satisfaction

No	Attribute	E	P	GAP	Explanation
TANGIBLES					
Q1	Complete Facilities are provided at Hotel Renaissance Uluwatu Resort & Spa on Clay Craft restaurant	4,31	4,44	0,13	Positive
Q2	Preparation and arrangement of tables in the restaurant by a distance of at least 2 meters between guest tables	4,23	3,99	-0,24	Negative
Q3	Complete facilities to comply with health protocols, such as masks, hand sanitizer, digital thermometers	4,15	4,18	0,02	Positive
RELIABILITY					
Q4	Taking order service process quickly and precisely by Food and Beverage Service staff	4,09	4,13	0,04	Positive
Q5	The ability of Food and Beverage Service staff to perform the promised services promptly	4,08	4,15	0,08	Positive
Q6	The ability of staff to meet health protocol rules during the Covid-19 pandemic	4,31	4,20	-0,11	Negative
RESPONSIVENESS					
Q7	Accuracy of Food and Beverage Service staff in handling guest requests	4,28	4,30	0,02	Positive
Q8	Appropriate information from staff about the service to be provided / broad insight	4,05	4,11	0,06	Positive

ASSURANCE					
Q9	Food and beverage service staff ensures that the service to guests is done professionally	4,00	4,26	0,26	Positive
Q10	Clear information provided by the staff to the guest regarding health protocols (the use of masks and hand sanitizer)	4,03	4,20	0,18	Positive
EMPATHY					
Q11	Food and Beverage Service staff always pay special attention and understand the needs of guests	4,13	4,18	0,05	Positive
Q12	Food and Beverage Service staff always be friendly and polite to guests.	4,21	4,30	0,09	Positive
CONFORMITY OF EXPECTATIONS					
Q13	The level of conformity of consumer expectations regarding what is obtained	4,21	4,29	0,07	Positive
Q14	The level of customer satisfaction with the product (food and beverage)	4,38	4,43	0,05	Positive
INTEREST IN REVISITING					
Q15	The level of consumer interest to come back to visit	4,26	4,29	0,02	Positive
AVAILABILITY RECOMMEND					
Q16	The level of consumer willingness to recommend restaurants	4,24	4,26	0,03	Positive

Source: Microsoft Excel 2021

Overall, the food and beverage service staff at Renaissance Bali Uluwatu Resort & Spa has provided exemplary service to guests. This is indicated by a positive servqual score gap (+) more significant than a negative servqual score (-). Of the 16 indicators contained in the questionnaire, 14 indicators are positive (+), and two indicators are negative (-). This means that the food and beverage service staff at Renaissance Bali Uluwatu Resort & Spa has provided excellent and satisfactory service to guests, or in other words, the guest's perception of the quality of service of the food and beverage service staff is greater than the expectations of guests.

Service Indicators Need to Be Improved and Maintained in Service Quality Provided by Food and Beverage Service Staff at Renaissance Bali Uluwatu Resort & Spa
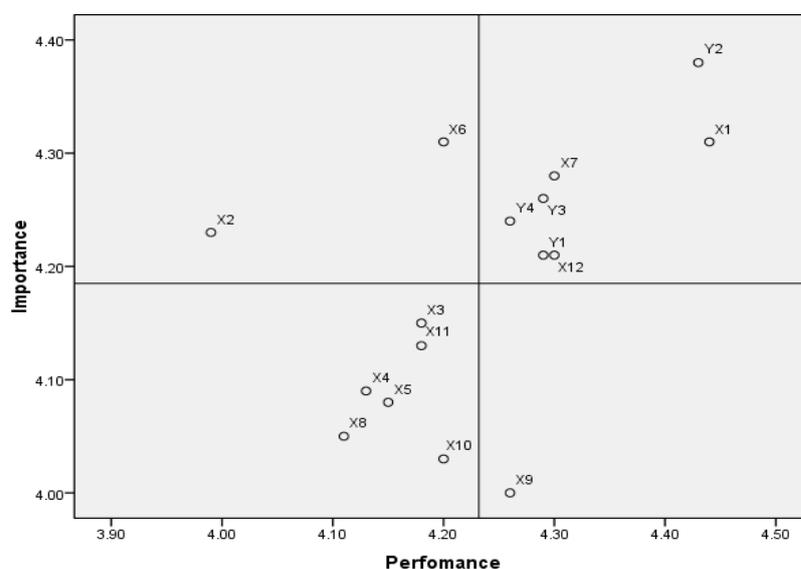

Figure 1 Cartesian Importance Performance Analysis Diagram

To know the service indicators that need to be improved and maintained in the quality of service performed by food and beverage service staff at Renaissance Bali Uluwatu Resort & Spa, importance-performance analysis calculations are carried out using cartesian diagrams. From the calculation of importance-performance analysis obtained that there are two indicators located in quadrant A, seven indicators located in quadrant B, six indicators located in quadrant C, and one indicator located in quadrant D. Position to four quadrants is used as a strategy in improving the quality of food and beverage service staff services to improve guest satisfaction at Renaissance Bali Uluwatu Resort & Spa. In Figure 1, each indicator affects guest satisfaction at Renaissance Bali Uluwatu Resort & Spa in its quadrant. An explanation of the parts of the quadrant importance-performance analysis can be seen in the description below:

a. Quadrant A Concentrate here
Indicators located in this quadrant are:

1. Preparation and arrangement of tables in the restaurant by a distance of at least 2 meters between guest tables on the attribute X2 (Q2).

The preparation and arrangement of tables in the restaurant by a distance of at least 2 meters between the guest tables are in quadrant A because the average expectation of guests is greater than the value of guest perception. Hence, guests are not satisfied with the preparation and arrangement of tables in the restaurant. According to guests who come to the restaurant, they feel the preparation and arrangement of tables in the restaurant has not been by the minimum distance determined, namely 2 meters between tables. That causes a gap in the Q2 attribute. Based on the results of the interview with the supervisor of Clay Craft restaurant, Mr. Graha Satria, it is true that the arrangement of tables in the restaurant is still nearby because setting the distance between tables 2 meters, of course, will require a large enough area and will reduce the number of tables in the previous restaurant. So, in response to this issue, the hotel management will discuss it again and keep trying their best to comfort guests who come to the restaurant. The current conditions caused by the COVID-19 virus require each individual to adhere to health protocols, one of which is to keep a distance. Table arrangement in restaurants to the standards specified during the COVID-19 pandemic is essential because this virus will quickly spread through the air or objects or places often touched.

Improve the service on these indicators can be done by paying more attention to the standard procedures available to reduce the spread of the COVID-19 virus, namely focusing more on the preparation and layout between tables so that guests who come to the restaurant feel comfortable and safe without worrying while enjoying a meal at the restaurant.

2. The ability of staff to meet health protocol rules during the COVID-19 pandemic in the X6 (Q6) attribute.

The ability of staff to meet health protocol rules during the COVID-19 pandemic lies in quadrant A because the average expectation of guests is greater than the perception of guests. Hence, guests feel less satisfied with the ability of staff who are less professional in meeting health protocols. Based on observations made at Renaissance Bali Uluwatu Resort & Spa, there are still some staff who do not use hand gloves when operating in the restaurant. Based on guest comments obtained from the hotel, there are also comments from guests who complain about the lack of application of health protocols from staff when serving guests in the restaurant. Based on the results of an interview with the supervisor of Clay Craft restaurant, Mr. Graha Satria, the implementation of the health protocol of the staff has been exceptionally well done. It is just about the inconsistent use of hand gloves due to limited stock because the existing stock must be divided among all departments in the hotel. So, in responding to these problems, the hotel management will try its best and prioritize departments directly related to food, such as department food and beverage service and food and beverage products. That causes guests to feel dissatisfied or dissatisfied, causing gaps in the X6 (Q6) attribute.

Improve services on these indicators can be done by conducting a briefing on the importance of the implementation of routine health protocols before starting operations for all food and beverage service staff and trainees so that they always put health protocols first during the COVID-19 pandemic as the current conditions. Suppose all the standards of Covid-19 implementation have been appropriately applied. In that case, it will undoubtedly have a positive impact on the hotel, especially in the food and beverage service department, as well as the satisfaction of guests visiting the restaurant.

b. Quadrant B, keep up the good work

Indicators contained in this quadrant are:

1. Complete Facilities provided at Hotel Renaissance Uluwatu Resort & Spa on Clay Craft restaurant attribute X1 (Q1). The Q1 indicator is located in quadrant B because the average perceptual value exceeds the average value of the guest's expectations, so guests feel satisfied. Based on the conditions in Renaissance Bali Uluwatu Resort & Spa, food and beverage staff have prepared well all the equipment - goods used in the restaurant to meet the needs of guests while in the restaurant, such as tables, chairs, cutleries, tissues, and so on.

2. Accuracy of Food and Beverage Service staff in handling guest requests on X7 (Q7) attributes. The Q7 indicator is located in quadrant B because the average perceptual value exceeds the average value of the guest's expectations, so guests feel satisfied. For example, when guests have special requests, the staff always tries to meet the guest's request. If guests in the restaurant want gluten-free bread, then the staff will directly coordinate with the kitchen to meet the guest's request.

3. Food and Beverage Service staff are always friendly and polite to guests on X12 (Q12) attributes. The Q12 indicator is located in quadrant B because the average perceptual value exceeds the average value of the guest's expectations, so guests feel satisfied. Based on the conditions at Renaissance Bali Uluwatu Resort & Spa, when meeting with guests, staff must smile and greetings. It is with this hospitality that guests will feel more comfortable interacting with the staff.

4. The level of conformity of consumer expectations regarding what is obtained in the attribute Y1 (Q13).

The Q13 indicator is located in quadrant B because the average value of perception exceeds the average value of the guest's expectations, so guests feel satisfied. Based on the conditions in Renaissance Bali Uluwatu Resort & Spa, in this case, the conformity of expectations with what is obtained is when Clay Craft restaurant held a promotion either through social media or vouchers, the content contained in the promotion is by the reality obtained when guests come to the restaurant so that guests are satisfied with the products purchased.

5. The level of customer satisfaction over the product (food and beverage) in the attribute Y2 (Q14).

Q14 indicator is located in quadrant B because the average value of perception exceeds the average value of the expectations of guests so that guests feel satisfied means that guests are satisfied with the products purchased, such as when guests have breakfast, lunch, dinner, and other packages offered at Clay Craft restaurant.

6. The level of consumer interest to return to visit on the attribute Y3 (Q15). The Q15 indicator is located in quadrant B because the average perceptual value exceeds the average value of the guest's expectations, so guests feel satisfied. The guests' satisfaction with the products obtained is what makes guests interested in visiting again.

7. The consumer willingness to recommend restaurants on the Y4 attribute (Q16). The Q16 indicator is located in quadrant B because the average perceptual value exceeds the average value of the guest's expectations, so guests feel satisfied. Guests are satisfied with the products purchased, which is why they are willing to recommend the restaurant, either through social media or with friends or family.

c. Quadrant C Low Priority

Indicators contained in this quadrant are:

1. Complete facilities to comply with health protocols, such as masks, hand sanitizer, and digital thermometers on X3 (Q3) attributes.

Complete facilities to meet health protocols, such as masks, hand sanitizer, and digital thermometer provided in the restaurant, has supported the services provided by food and beverage service staff, and it has become a thing that the hotel must provide because of the current conditions. This indicator is located in the C quadrant because the average guest perception and average guest expectations are low, so it is not very important for guests and has little effect on guest satisfaction.

2. Taking order service process quickly and precisely by Food and Beverage Service staff on attribute X4 (Q4) The process of taking order services performed by food and beverage service staff has been done well. The staff is always agile when guests are already at the table so that guests will order food. However, this indicator is not very important for guests and does not affect guest satisfaction, so it is located in quadrant C.

3. The ability of Food and Beverage Service staff to perform the promised services promptly on the X5 (Q5) attribute. The ability of the Food and Beverage Service staff to perform the promised services promptly has been done well by the food and beverage service staff. However, this indicator is considered unimportant to guests and does not affect guest satisfaction, so it is located in quadrant C.

4. Appropriate information from staff about the service to be provided / broad insight on the attributes of X8 (Q8).

The correct information from the staff about the service to be given / broad insight has been provided well by the food and beverage service staff. For example, when the guest asks about the nearest tourist attraction from the hotel, the staff will provide the correct and accurate information about the attraction the guest wants. However, this indicator is considered unimportant to guests and does not affect guest satisfaction too much. So, this indicator is located in quadrant C.

5. Clear information provided by the staff to the guest regarding health protocols (the use of masks and hand sanitizer) on the X10 (Q10) attribute.

The information provided by the staff to guests about health protocols, such as the use of masks and hand sanitizer, has been done well considering the current condition; health protocols are the most important thing to be applied to avoid the COVID-19 virus. Staff always require guests who come to the restaurant to keep their distance and adhere to health protocols. However, this indicator is not very important for guests and does not affect guest satisfaction too much. So, this indicator is located in quadrant C.

6. Food and Beverage Service staff always pay special attention and understand guests' needs on the attribute X11 (Q11).

Food and beverage service staff always pay special attention and understand guests' needs. The particular concern is that when guests do not bring masks, the staff will give masks to guests who come to the restaurant so that the implementation of health protocols continues to run well. However, this indicator is considered unimportant to guests and does not affect guest satisfaction too much. So, this indicator is located in quadrant C.

d. Quadrant D is possibly overkill

Indicators located in this quadrant are:

1. Food and beverage service staff ensure that the service to guests is done professionally on attribute X9.

By the circumstances at Renaissance Bali Uluwatu Resort & Spa, the staff in charge of the specified section will always ensure the service to guests is done professionally, such as ensuring that guests who come to the restaurant must get a pass around from the bar in the form of detox drinks (herbal drinks made from a combination of fruits and vegetables) and provide pass round from the kitchen or pastry in the form of snacks such as cakes. Surely that will make many staff come to the guest table to offer such food. For some guests, the attributes in quadrant D have been done well by the food and beverage service staff, but it is considered excessive implementation. However, this is not a significant problem because guests are still satisfied with the service they feel.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that research on the level of guest satisfaction with the quality of food and beverage service department services during the pandemic covid-19 at Renaissance Bali Uluwatu Resort &Spa shows a positive gap more than the negative gap, as in the attribute Q1 has a gap (0.13), attribute Q3 has a gap (0.02), attribute Q4 has a gap (0.04), the Q5 attribute has a gap (0.08), the Q7 attribute has a gap (0.02), the Q8 attribute has a gap (0.06), the Q9 attribute has a gap (0.26), the Q10 attribute has a gap (0.18), the Q11 attribute has a gap (0.26 05), attribute Q12 has a gap (0.09), attribute Q13 has a gap (0.07), attribute Q 14 has a gap (0.05), attribute Q15 has a gap (0.02) and attribute Q16 has a gap (0.03). While the negative value in the Q2 attribute has a gap (-0.24), and the Q6 attribute has a gap (-0.11). The service provided by food and beverage service staff to guests has been satisfactory and meets the standards of health protocol application during the COVID-19 pandemic; from these results, customer expectations of the perception of perceived service have been fulfilled so that guests feel satisfied and comfortable for the service provided by the food and beverage service staff. For example, the accuracy of the staff in handling guest requests when ordering food, the staff is always friendly and polite to guests, and the facilities provided at Clay Craft restaurant meet the standards of application of health protocols.

Based on the results of the importance-performance analysis, from 16 indicators, two indicators must be improved, namely the preparation and arrangement of tables in the restaurant by a distance of at least 2 meters between guest tables and the ability of staff to meet health protocol rules during the covid-19 pandemic. Moreover, seven indicators must be maintained in food and beverage service, including completeness of facilities provided at Renaissance Bali Uluwatu Resort &Spa at Clay Craft restaurant, accuracy of food and beverage service staff in handling guest requests, food and beverage service staff always be friendly and polite to guests, the level of conformity of consumer expectations regarding what is obtained, The level of customer satisfaction over the product (food and beverage), the level of consumer interest to come back and the level of willingness of consumers to recommend restaurants.

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